



Request for Proposal (RFP)

CA GROWN Request for Proposal – CA GROWN Instagram Community Manager

Background

CA GROWN is an association of Golden State Farmers and Ranchers who, along with commodity boards and commissions, are working hard to grow appreciation and demand for CA GROWN products.

Current California agricultural organization membership representing tens of thousands of California producers (not including 100+ individual company members) are as follows:

Agricultural Council of California
California Apple Commission
California Asparagus Commission
California Association of Nurseries and Garden Centers
California Blueberry Commission
California Cattlemen's Association
California Certified Organic Farmers
California Cherry Board
California Cling Peach Board
California Cut Flower Commission
California Dried Plum Board
California Farm Bureau Federation
California Fig Advisory Board
California Milk Advisory Board
California Olive Committee
California Olive Oil Council
California Pear Advisory Board
California Poultry Federation
California Sheep Commission
California Sweetpotato Council
California Wheat Commission
California Wine Institute
Certified Farmers' Markets of Sacramento
Kiwifruit Administrative Committee
California Leafy Greens Marketing Agreement



Purpose of this RFP

CA GROWN seeks a contractor to be the CA GROWN Instagram Community Manager. The selected contractor will create and curate content for the CA GROWN Instagram page, @cagrownofficial and will promote California specialty crops.

CA GROWN Partnerships

CA GROWN has strong partnerships with the Visit CA, the California Grocers Association, Disney and several key retailers. The selected contractor will create, coordinate and share content where it is mutually beneficial and fits the creative/promotional objectives of relevant partners.

Strategic Objectives

The objective is to create an Instagram community/environment that promotes and fosters positive engagement of followers and influencers related to California specialty crops and California specialty crops producers. The primary objective of the community manager is to grow the @cagrownofficial following and helping direct CA GROWN fans to the Instagram pages of stakeholders. The selected contractor will create content for target audiences including: Californians, travel and experience enthusiasts, food and “locally grown” food fans, avid gardeners and “Do it yourselfers”, and fans of craftsmanship. The content will call these audiences to action to go out and experience their favorite California agricultural products while supporting the well-being of California agriculture.

Timelines, Budget and Proposal Submission Details

Written proposals are due by February 22, 2019. Proposal review and contractor selection will take place the week of February 25, 2019.

Scope of Work:

- Partner with the CA GROWN Social/Digital Media Director and content management team to develop and create and curate daily content for the CA GROWN Instagram page
- Selected community manager will coordinate Instagram meet-ups, takeovers and special promotions with stakeholders
- Instagram community manager will post content as well as manage Instagram community and interact with followers as needed
- The Instagram community manager will post 1-3 times per day, and manage the Instagram account 7 days per week

Requirements:

- The selected contractor will have:
- Experience managing an Instagram account for a company or organization
- Exceptional photography and video curation or creation ability
- Mobile photography skills and solid writing skills
- Ability to manage Instagram promotions involving stakeholders
- Past experience in hosting Instagram meet-ups and takeovers
- Provide regular performance reports (at minimum monthly) to Executive Director and Board of Directors upon request



- Knowledge of California agricultural products their seasonality and availability
- Basic understanding of farming and agriculture a plus

NOTE: For interested contractors the CA GROWN management team can be available prior to proposal submissions for a conference call briefing.

Contract Term

The term of the awarded contract is 1 year (Calendar year 2019).

Budget

The budget is \$21,600+, which must include all program expenses and retainers. It's important to note that these funds come predominantly from a program administered by the California Department of Food and Agriculture under the heading of Specialty Crop Block Grant Program.

These funds are awarded on an annual basis and come with a required list of accounting and administrative expectations as well as creative and program mandates that will involve support from the agency chosen for this business. Please see the links below for more information on the SCBG program.

https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/2018_Grant_Management_Procedure_Manual.pdf

https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/USDA_AdditionalGuidance.pdf

Please direct questions to Nick Matteis – Executive Director of CA GROWN - nick@agamsi.com

Please e-mail your proposals to Nick Matteis nick@agamsi.com.